

FUTURE LEADERS INSPIRING MOVEMENT FOR CHANGE – @WINIFREY VALENCIA TC ENERGY



Winifrey Valencia, Project Manager at @TCEnergy made a call out on social media to take positive action, amidst the societal issues, that had reached a boiling point over the past few weeks. Using the platform of “Global Run Day”, an already pre-established social campaign, Winifrey bolted on an awareness campaign he called “Run for Change”, in which he committed to making a difference by donating both money and his time.

His initial ask was for his friends, family and followers to share in the experience - participate in the run and communicate results through him. For every kilometer ran, Winifrey and his wife planned to donate \$1 (up to \$1000) to an organization called “[The Great Unlearn](#)”, which is a community dedicated to curating and sharing information that puts context to social issues. The goal is to educate people with a curiosity about polarizing issues such as racism, with contextual information focused on empathy and understanding.

After an outburst of support that spread across several countries, Winifrey's locally led "Run for Change" event resulted in some impressive numbers:

- More than 1,908 runners participated
- Over 13,300kms were ran by participants
- Including Winifrey's donation, a total of \$5,132 was donated to The Great Unlearn

Winifrey, your positive community involvement is an inspiration to all of us at @TCEnergy and @COAA. Well done!

Thank you, @Dennis De Jesus TC Energy for sharing Winifrey's story with us!